

**GUY2GUY PHASE TWO
CONTENT ADVISORY TEAM 2: ONLINE DISCUSSION GUIDE
SEXUALLY INEXPERIENCED GROUP**

[Note: This is a template. Questions will evolve based on the content of the discussions.]

*Main Goal, Day 1: Confirm tone and content of healthy sexuality and HIV prevention messages
Main Goal, Day 2: Collect ideas for G2Genie messages*

Day 1: General G2G Questions

Welcome to our online discussion!

Our names are Zach and Brian and we will be moderating the session over the next 1.5 days. We will be asking you your thoughts about the text message program content that you reviewed last week. We also would like your feedback on a few other parts of the G2G intervention that we are developing.

You are all young men who identify as gay, bisexual, or queer. There are about 10 of you. We anticipate a lively discussion and look forward to hearing your feedback!

First, thank you all for the fantastic and helpful feedback that you already gave us about the text messages. Your ideas are really important and help us design a program that will benefit other guys like you.

Second, let's go through some logistics. Here is how the next couple of days will go:

1. Each day, two sets of questions will be posted: one in the morning (technically, we'll post them around 11pm the night before so they're there waiting for you in the morning); and the other at 12 noon Eastern time. You all are from across the United States so please note that this might be a different time where you live.
2. Please look at the entire list of topics for the day. Please answer every question. You can do this using the blue "REPLY TO THREAD" button located in the left corners. Posts you still need to read will be bold and blue. To reply to other people's remarks, please use the "REPLY WITH QUOTE" button just below the comment you are responding to.

3. Please drop by and check this Board at least twice per day (more if you want to!). We will be reading your posts and clarifying things. We might also have some follow-up questions for you. We may also ask follow-up questions of the whole group so please read through older threads for those questions as you can.

If you have any problems at all with using this Board, or have questions, please let us know or contact the technical help line at: help@projectg2g.com.

Please answer questions using the blue "REPLY TO THREAD" button located in the left corners. To reply to other people's remarks, please use the "REPLY WITH QUOTE" button just below the comment you are responding to.

Day 1, Session 1

Let's break the ice!

Before we get into a discussion about your thoughts on the G2G program content, let's start with something general to get to know each other a bit: Tell us your best joke!

Overall feedback about the Healthy Sexuality Program

Now, let's talk about your *overall thoughts* about the program based on your experience reading the text messages last week.

Please share with us:

1. What do you think of "Jamie"? Do you like receiving messages from "him"? Or do you think it would be better (more sincere?) if they didn't come from a "person"?
2. What are your thoughts about the overall tone of the messages (do the messages speak to you or do they miss the mark a bit?)
3. How well does the program content speak to experiences you and your friends have had?
PROBE: If the content doesn't ring true to you, can you give us some suggestions on how we could improve that? What sections need changing for instance?
4. Was the information clear? Where did you find it to be confusing? Disjointed?

More Overall feedback about the Healthy Sexuality Program

1. We talk about getting condoms, carrying condoms, and using condoms a lot in this program. We know that you're choosing to wait to have sex. Were there places where it seemed like the information we were talking about was not relevant for you or seemed to forget the decisions that you are making at this point in your life?
2. Finally, some of you said that the messages were 'lecturing'. It sounded like this was okay though – that it didn't turn you off. We don't want to be like those adults who try to be 'with it' and it just falls apart; nor do we want to be the adult with the wagging finger. How well did we walk this middle line?
PROBE: Where in the program did you find the tone to be off or TOO lecturing or annoying to you? Can you suggest ways to change these messages that might make them more helpful to you?
3. Please share any other thoughts or suggestions you might have about how we could improve the program.

Overall Program flow

You may have noticed that we repeat some topics here and there in order to emphasize or present the information in different ways. Are there specific areas where it became annoying, or not helpful? Please share specific messages or sections that you think we should change/reduce because it felt too repetitive to you.

Were there any messages or sections of messages that you felt were confusing? Were there any sections that didn't flow well for you, or that you thought would be clearer if we changed the order that we sent them? Please be as specific as you can - share the messages and give us your advice!

Also – if there messages you would like to discuss for any reason – here's the place to do it! Just paste it in or describe it in your reply.

General feedback about week 1: Waiting to have sex

POLL: What is your overall reaction to the messages you read in Week 1: **Waiting to have sex**?
Strongly dislike, dislike, like, strongly like.

For the rest of the questions this morning – you might find it useful to open the message document so that you can jog your memory and pull out any messages you might want to discuss.

We'll be asking your thoughts on each week of messages but we'll ask you the same questions for each section to make things easier.

First, we'd like to hear about what you think of the first week of content that you read –this was the “waiting to have sex” section. Please share with us:

1. What was your favorite message(s)? Least favorite message(s)?
2. Which message(s) seemed to be most helpful? Least helpful?
3. After reading this week's messages, what did you learn? What were your take-aways?
4. Was there any day that felt way too long? Too short?
5. Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message right into your comment if you'd like to discuss it.

That's it for this morning. Thanks for your time so far...you're doing a great job. Please log on again this afternoon any time after 12:00 Noon EST for the afternoon session.

*Day 1, Session 2***Welcome back! Instructions for this afternoon****Welcome back! Thanks for all of your great feedback this morning.**

We may have asked you additional questions on this morning's boards so please take a few minutes now to do a quick look through to see if there's something in there for you.

And, please feel free to talk with others in the group about their comments and examples! Share your reaction to their comments or add any new ideas that their answers may prompt. Your involvement is important for the success of the research – it ensures we have better, more meaningful conversations.

Let's get started with this afternoon's questions....**General feedback about week 2: Healthy relationships**

POLL: What is your overall reaction to the messages you read in Week 2: Healthy Relationships?
Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the fifth week of content that you read – this was the "Healthy relationships" week. Please share with us,

1. What was your favorite message(s)? Least favorite message(s)?
2. Which message(s) seemed to be most helpful? Least helpful?
3. After reading this week's messages, what did you learn? What were your take-aways?
4. Was there any day that felt way too long? Too short?
5. Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 2 right into your comment if you'd like to discuss it.

General feedback about week 3: Communication

POLL: What is your overall reaction to the messages in Week 3: **Communication**?
Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the third week of content that you read – this was the “Communication” section. Please share with us:

1. What was your favorite message(s)? Least favorite message(s)?
2. Which message(s) seemed to be most helpful? Least helpful?
3. After reading this week's messages, what did you learn? What were your take-aways?
4. Was there any day that felt way too long? Too short?
5. Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 3 right into your comment if you'd like to discuss it.

General feedback week 4: HIV information.

POLL: What is your overall reaction to the messages you read in Week 4: **HIV information?**

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the fourth week of content that you read – this was the “HIV information” week. Please share with us:

1. What was your favorite message(s)? Least favorite message(s)?
2. Which message(s) seemed to be most helpful? Least helpful?
3. After reading this week's messages, what did you learn? What were your take-aways?
4. Was there any day that felt way too long? Too short?
5. Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 4 right into your comment if you'd like to discuss it.

General feedback week 5: Getting and using condoms

POLL: What is your overall reaction to the messages you read in Week 5: **Getting and using condoms?**

Strongly dislike, dislike, like, strongly like.

Now we'd like to hear about what you think of the fifth week of content that you read – this was the “Getting and using condoms” week. Please share with us,

1. What was your favorite message(s)? Least favorite message(s)?
2. Which message(s) seemed to be most helpful? Least helpful?
3. After reading this week's messages, what did you learn? What were your take-aways?
4. Was there any day that felt way too long? Too short?
5. Were there any messages that seemed too abrupt – particularly the first one of the day, or the last one at night?

As you are sharing your feedback with us, feel free to paste a specific message from week 6 right into your comment if you'd like to discuss it.

Tomorrow's questions will be online tonight by 11pm EST, so we'll “see” you then!

Day 2, Session 1**Welcome back! Instructions for this morning.**

Welcome back! Glad to have you checking back in. Yesterday was great. We are getting fantastic information and appreciate your detail.

Please be sure to go to the sections from yesterday and check to see if there are posts you missed.

Also, we have asked additional questions of some of you on yesterday's boards so take a quick look to see if there's something there for you. And, feel free to ask others what they mean or ask for ideas and clarification.

Now, on to today's questions!

Specific sections for your feedback: Coming Out

Let's talk about the messages that talk about coming out. [You can find this section in week 3/day 6 of the program messages that you reviewed.]

1. How helpful were these messages? After reading these messages, do you feel like you had the information and skills you need to come out if you wanted to? And, if you've already come out, how well did these messages speak to what you would have found helpful when you were deciding when and how to come out?
PROBE for those who have already come out: What other advice would you share about coming out?
2. When you were reading through this section, did you feel that the number of messages was just the right amount, too many, or too few?

Specific sections for your feedback: How to use a condom

Now let's talk about the messages that walk you through the steps of using a condom correctly. [You can find these messages in week 5/day 5 of the program messages you've reviewed.]

1. How helpful were these messages? After reading these messages, how able and prepared do you feel to put on a condom the right way?
2. When you were reading through this section, did you think that the number of messages was just the right amount, too many, or too few?

Specific Feedback: Points and levels

Now let's talk about the part of the program where you 'Level up' by answering questions.

1. When you Level up at the end of the week, you get two chances to get the questions correct; and then you are given the option to opt out or to try to answer a third question. What do you think about this flow? Do you think you should be able to opt out at the second question?
2. We know that sometimes you're busy and not able to answer your texts right away. At the same time, we don't want you to forget to answer the Level up question(s). How long do you think we should wait before we send a text message reminder to guys who don't respond to the Level up question?

Badges

Participants can earn Badges by making certain strides in healthy sexual behaviors. So, for example, if you are able to get condoms, you earn the Purveyor of Condoms badge. If you are able to bring condoms with you when you go out at night, you earn the Ready Man badge.

1. Does the idea of having 4 chances to complete each badge work for you? If you did not like the idea of badges and/or did not want to earn a particular badge, would 4 chances seem like too many, or just right?
2. Do you have any other feedback or suggestions about the badge concept that you'd like us to know?

*Day 2, Session 2***Welcome back! Thanks for all of your great feedback this morning.**

We may have asked you additional questions on this morning's boards so please take a few minutes now to do a quick look through to see if there's something in there for you.

Now, on to today's final set of questions!

Review some Questions and Answers for G2genie

People who are going through the program will have access to a feature we are calling "G2Genie." You can text G2Genie a topic (like relationships, anal sex, or condoms) and he'll send you useful facts and tips back.

Below are drafts of some of G2Genie's tips. Please share with us your feedback – do you find these tips to be clear and helpful or not so much? How can we improve them?

For example, if you were to text us the Topic "Relationships," you could receive the following messages:

- If you like a guy, go low key: ask him to go to a movie for instance. If he says 'yes', then you know that he's interested in spending time with you at least.
- Breaking up is hard to do. There's no way around it. Here is some advice though, to make it just a bit easier. (I've got 6 pointers. Text me back so I know you want all that I've got):

If you then text us back requesting to receive all 6 pointers - here are some messages you could receive:

- Tell him first. Don't let him hear it from another friend or see it on your Facebook.
- Don't put it off. Once you know what you want, rip off the band aid.
- Do it in person if possible. Doing it online or over text might tell him you're careless with his feelings.
- Be gentle but firm. It's not a negotiation.
- Think about how you would want someone to break up with you. Try to do the same for him.
- Don't rush into the next relationship. Take some time to figure out what you want.

Write your own G2Genie tips

Now, we need your help imagining tips and advice that guys in the program might want from G2Genie.

1. To get you started: Try to write a message that provides tips for guys who are wondering how to figure out if a guy they like is into guys?
2. Now that you've got your creative juices flowing, try writing at least 4 additional messages that provide advice from G2Genie (and if you're stumped, then at least share with us some questions that you think guys would enjoy having G2Genie answer). You can write about: a) Anal Sex, b) Condoms and Lube, c) STD's and HIV, d) Getting Tested, e) Relationships, or f) some other interesting topic.

Help Choose the G2G Logo

We need a logo for G2G and we'd love to get your feedback on two ideas we have. Please look at each one and share your reactions. We'd like to know:

1. Which one is your favorite overall (A or B)?
2. What do you like about the one you chose?
3. What do you dislike about the one that is your second choice?

Please share any other details or thoughts you have about the logos as well.

Feedback about your experience

Tell us about the experience you've had in reviewing the text messages, and in the focus group. Did you have enough time or not enough time to review the messages? Did you have enough time to take part in the boards or did you wish that they were longer?

Share your suggestions

As we wrap up for the day, I'd like to ask you what would be one suggestion that you think we should consider to make the overall experience of the program better?

1. What are some things (if any) that are missing from the text messages that you think are useful or important for you to hear?
2. And what is one thing (if any) that you really liked about the content that we should keep / not change?

Thank you so much! We've had such a great experience talking with all of you. I'm sad to say our discussion is complete.

You have been great and we appreciate the time and effort you put into the discussion over the last few days. As a last request please take one final look over all the sections to make sure you didn't miss any postings and to see if there are other comments you'd like to respond to. We'll leave these Boards up through tomorrow so that you have enough time.

If you have participated fully and answered all the questions, you will receive your incentive in a few days' time.

Thank you!